

ABSTRACT OF THE DISCLOSURE

METHOD AND APPARATUS FOR ANALYZING DATA AND ADVERTISING OPTIMIZATION

5 The most preferred embodiment of the present invention is a computer-based decision support system that includes three main components: a database mining engine (DME); an advertising optimization mechanism; and a customized user interface that provides access to the various features of the invention. The user interface, in conjunction with the DME, provides a unique and innovative way to store, retrieve and manipulate data from existing databases containing media-related audience access data, 10 which describe the access habits and preferences of the media audience. By using a database with a simplified storage and retrieval protocol, the data contained therein can be effectively manipulated in real time. This means that previously complex and lengthy information retrieval and analysis activities can be accomplished in very short periods of time (typically seconds instead of minutes or even hours). Further, by utilizing the 15 advertising optimization mechanism of the present invention, businesses, networks, and advertising agencies can interactively create, score, rank and compare various proposed or actual advertising strategies in a simple and efficient manner. This allows the decision-makers to more effectively tailor their marketing efforts and successfully reach the desired target market while conserving scarce advertising capital. Finally, the user 20 interface for the system provides access to both the DME and the optimization mechanism in a simple and straightforward manner, significantly reducing training time.